



Dear friends of New Harvest,

If our org was born on the day of its founding, we'd be turning 17 this year, on the cusp of finishing high school and entering the real world.

Like us, cellular agriculture is also beginning a new era. Over the last decade, cultured meat has matured from an obscure, sci-fi idea to an industry with over 100 companies raising roughly \$1B in VC investment.

Up until now, New Harvest's mission has been to build the field of cellular agriculture. Today, it's clear that growth—especially of the industry—is well on its way.

That's why in late 2020, our team decided to update New Harvest's mission.

Our new mission is to maximize the positive impact of cellular agriculture on the world.

This might not seem very different, but it actually reflects a monumental change in thinking.

Positive impacts are not innately built into the advancement of technology. Cultured meat *can* spearhead incredible change, but ultimately...it is just a tool. How that tool is developed, governed, owned, and implemented will dictate the impact cell ag actually has on the world.

Our new mission is about ensuring that cellular agriculture delivers on its promises to make the world a better place.

[Read why we changed our mission](#)

For the document enthusiasts out there, the blog post will also direct you to our 2020-2025 Strategic Plan, which we crafted alongside several members of our community. The plan shares how we plan to work towards our mission over the next five years.

Thank you all for being part of this journey. We could not have come to this exciting transition point without your enthusiasm and support.

All the best,

A handwritten signature in black ink that reads "Isha".

Isha Datar
Executive Director, New Harvest



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